

# State Planning Board Head Urges More Alabama Plants

Development of more industries, especially small industries which fit in with the resources of a county, and not a large scale "back-to-the-land" movement, is what Alabama needs, in the opinion of W. O. Dobbins, Jr., director of the State Planning Board.

"Students of southern problems have emphasized that one of the basic economic difficulties of the south has been too many people seeking a living on the land—that is to say, that there has been too much pressure on the land in the south," Director Dobbins said. "Therefore, with too many people on the land, with too much pressure on the land, the net return from the land has been divided among these people and the per capita net return has been very low."

"Few people realize that Alabama in the past has exported human beings as a crop, as it exported cotton and lumber. During the 1930 to 1940 decade, 143,972 people left Alabama because economic opportunities or other conditions looked better to them in other sections. The above figure represents the difference between the natural increase which occurred in Alabama during this decade and the actual population increase as revealed by the Census figures."

"The above represents a tremendous financial loss to Alabama. Many of these people were adults, many moved away with their entire families, and the investment made by the state in educating them and in other ways was lost to Alabama and gained by other states. In addition, the state suffered a tremendous loss in potential purchasing power. Had we kept these people at home, Alabama merchants would have had 143,972 more customers in 1940. Not only was it impossible for the 143,972 people who left Alabama to find suitable employment in manufacturing or business or service enterprises but evidently they were unable to find satisfactory employment on the farm. Otherwise they would have left the state. Obviously, the only solution is for more industry, for more service and trade enterprises to be established by individuals in Alabama. A particularly desirable type of industry will be small industries which fit in with the resources of a county. The woods are full of opportunities for such small industries in Alabama."

"That small industry is the yeast of the economy is borne out by such facts as these. In 1940, Ohio had 158 meat packing establishments whereas Alabama had only 16 and 11 southeastern states had only 161. Iowa had 90 poultry dressing and packing establishments, Alabama had one and the 11 southeastern states had only 25. Wisconsin had 1,817 cheese manufacturing establishments, Alabama had three and the 11 southeastern states had only 73. California had 363 canning plants, Alabama had one and the 11 southeastern states had 387. New York had 26 plants making preserves, jams and jellies, Alabama had one and the 11 southeastern states had 25. Pennsylvania had 125 candy and confectionary factories, Alabama had 8 and the 11 southeastern states had 156. New York had 89 macaroni and spaghetti manufacturing plants, Alabama had none and the 11 southeastern states had 14."

"Any person, in my opinion, who advocates a large scale return of the people to the land in Alabama is a 'puack' and indicates by such statements his complete lack of knowledge of the economic anatomy of Alabama and the south."

"The ten Alabama counties having the smallest percentage of agricultural employment in 1940 had an average per capita buying income of \$381. The ten Alabama counties having the largest percentage of agricultural employment in 1940 had an average per capita buying income of \$109. More small industries will do much towards giving employment and raising per capita income. The State Planning Board in cooperation with a number of counties has played a part in getting new industries of small size under way."

"The success obtained thus far, even though it is quite modest, is encouraging. Such new plants are financed with local capital by individual investors," he concluded.

# South's Progress Vital to Nation, Pamphlet Reveals

Southern Regional Council Publication Says Area Needs Increased Income, Higher Wages

ATLANTA.—The South is a strategic area in the nation's approach to high-level production and employment necessary to keep the economic mechanism functioning," writes Rupert B. Vance in a pamphlet published by the Southern Regional Council, Inc. The 32-page booklet, "Wanted: The South's Future for the Nation," is a study of the region's economic problems and resources, which, properly developed, could give the section a standard of living in line with the remainder of the nation.

**National Progress Hinge**  
Dr. Vance, a member of the University of North Carolina faculty, points out:

That economic progress in the South is essential to further national progress and the whole nation needs to realize that high standards of living and increased income are necessary to balance the production-consumption budget at a higher level.

Referring to Leon Henderson's statement that the attainment by the South of a normal American standard of living would create a market worth 10 billion dollars a year to the nation, Dr. Vance says:

**Expansion Essential**  
"The nation and the South need to agree that the region can do the greatest possible service by increasing its income and expanding its markets."

Figures in the pamphlet show that in 1940, the Southwest and Southeast accounted for 28.9% of the nation's people; 36.3% of its area and an estimated 16.7% of its wealth.

Dr. Vance analyzes the South's poverty as a problem to be solved not only for the sake of the region, but for the good of the nation as a whole.

**War Effect**  
He points out that the demands of war accelerated the region's already developing trend toward industrialization and forced some of its agriculture into lines that lead to progress.

The author says the South's low income is the main cause of educational deficiencies and that the solution to the manpower surplus lies in greater industrialization and development of a more complex economy.

He adds that no drastic choice on the all or none basis is necessary for future development, but the principle to be served is one of balance.

**Howard's Payroll Over a Million**

NEW YORK—With a \$7,709,688 plant and a \$1,165,000 payroll, Howard University is the largest of all colored colleges, according to an Associated Publishers, Inc., slick paper bulletin recently published.

Associated Publishers, Inc., is a national advertising agency representing the AFRO and 16 other newspapers and magazines.

Its survey reveals further that Hampton with a \$3,770,081 plant and payroll of \$790,005 stands second. Third is Wilberforce with a payroll of \$463,566, and fourth is Virginia State with \$372,667.

**2,600% Increase in Students**  
In 1916, says the brochure there were 1643 students in colored colleges. By 1940 the number had increased to over 43,000. In 26 years, college enrollment increased over 2600%.

Additional hundreds have been graduated from non-segregated institutions of which no records as to race were kept.

**Buying Power Revealed**  
The purpose of the Associated Publishers' brochure is to show the economic power of colored people.

Out of the 12 million colored people in the U.S. it says 5½ million of them are at work and they earn 10 billion dollars a year.

Home ownership is up, too, the brochure reports. In Washington, D.C., alone, 7,670 colored people own homes valued at 43 million dollars.

**Nearly Fourth Own Homes**  
Of all colored families in the United States, 228% now own their own homes. Philadelphia is second in home ownership, with 6,694 families owning homes, valued at 18½ million dollars.

Detroit is third with 5,000 colored homes valued at 14 million dollars and then, hold on to your hats, Norfolk, Va., is fourth with 6,723 homes valued at \$9,800,000. Houston, Tex., has 5,301 colored

Baltimore, 3,309 colored homes valued at \$8,598,000. In Richmond, a little over 3,000 colored owned homes valued at \$9,543,000, and homes are valued at \$6,182,000.

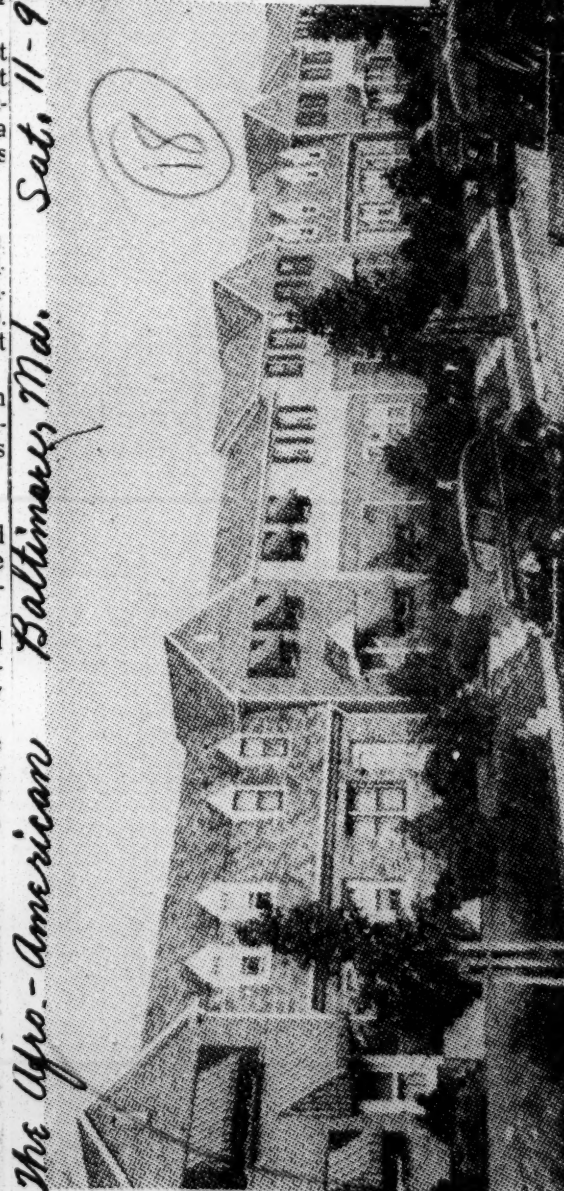
Not only do more colored people own their homes in Washington, but the average value of a colored home in Washington is \$5,744, nearly twice as much as the average cost of homes in other cities.

**LaCour, General Manager**  
Joseph B. LaCour is general manager of Associated Publishers, Inc., and D. Arnett Murphy is president.

The colored market is important, Mr. Murphy said. To get some idea of how big it is, he could say that in 1943 colored people earned and spent 10 billion dollars.

Let me put it another way. For the sake of comparison, there were 11,800,000 people in all the Dominion of Canada, and their income in 1943 was \$8,800,000.

At the same time, the income of colored Americans was almost two billion dollars greater than that of all the people in the Dominion of Canada. Associated Publishers' job is to sell this, the question of this colored market.



Nearly one-fourth of the colored people in the U.S. own their own homes, according to a survey by the Associated Publishers, Inc. These row homes valued at \$4,000 each are typical.